

The Watson Family's

signs manufacturing



& Maintenance Corp. TM

"#1 Sign Company in Customer Satisfaction"
DFW Contractors magazine

CONSERVE YOUR NEST EGG!™
0 CASH DOWN, And 0% INTEREST
for up to 15 months.*
Pay-off any time you wish.
Ask for Details.
*On approved credit.

LIFETIME WARRANTY

OVER 60,000 SIGNS

Celebrating 33 YEARS 1979-2012

Buyer's Guide to LED ELECTRONIC MESSAGE CENTERS and VIDEO DISPLAYS

Guaranteed Highest Quality...Guaranteed Lowest Price™

The "Average" Cost of Advertising (US Small Business Administration figures)

- Mailer (in envelope) \$ 790.00 per 1000 exposures*
- Mailer (post card) 380.00 per 1000 exposures*
- Newspaper 7.39 per 1000 exposures*
- Television 6.26 per 1000 exposures*
- Radio 5.47 per 1000 exposures*
- **Average Channel Letter Sign*** **.14 per 1000 exposures**
- **Average Free-standing Sign*** **.27 per 1000 exposures**
- **Average Free-standing w/ Electronic Message Center*** **1.17 per 1000 exposures**

Assumes 10,000 cars per day – a very conservative figure for ANY business street, only 1 person in each car, and only a 10 year useful life for the sign. ALL very conservative! Most of the Newspaper, Television and Radio consumers reached are not in most businesses marketing area, a 5 mile radius of their store according to the US Small Business Administration. The actual cost of reaching a POTENTIAL consumer by these means is unknown, but much higher. Mailing list costs are not included.

Free Demonstration

Arrange an on-site demonstration today!

View the importance of what we discuss in this brochure.

Call us at 214-339-2227, 817-861-1234, 972-239-4448, or 800-333-7137.

FAX us at 214-339-9987.

E-mail us at sales@SignsManufacturing.com.



FREE Programming Computer

Each Sunburst Displays™ electronic message center comes with a pre-programmed laptop computer ready to control your new electronic message center.

The computer communicates via Wi-Fi, so you probably already know how to work it, and it only needs to be "on" when you are changing the program.

You can create a program at home, and download it to your sign when you get to your business, if you desire.

Full-color displays can even be programmed using Power-Point.

For other brands of computers the programming software is downloaded to your computer, which communicates with the sign.

Electronic Message Centers

Electronic message centers help your business many ways:

- They allow real-time communication with potential customers. With almost 20% of the US population moving in a year, new potential customers of varying demographics are always viewing your signage. What is effective now may not be effective later...or after lunch.
- They attract attention through animation and brightness so they increase awareness of your business location and your products.
- Message center signs are prettier than signs with changeable plastic letters, improving the appearance of your business.
- Your message is not limited by the size of your reader board.
- Your advertising dollars are invested in selling in your trade area, preventing excessive advertising expenses.
- Changing your message, any time you wish, is as easy as typing. It can be done often and safely.
- Quality electronic message center displays are readable from a further distance, especially in poor lighting.



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Research shows that you have 3 seconds to attract a passer-by's attention and communicate your message to him. An electronic message center will make your message stand out from the crowd of signs around you. Even displaying the time and



temperature can give a viewer valuable information which they will associate with your business. Combining that capability with animated messages, possibly in color, can *really* drive your sales up, 15% to 150%!

Even the Federal Government has determined that signs containing electronic message centers are safety enhancing devices, not traffic hazards! This is why they are used on federal roadways to communicate with drivers.

Read what the U. S. Small Business Administration (SBA) has to say about the effectiveness of electronic message centers at <http://www.sba.gov/starting/signage/text/emc.html>.

Modern electronic message centers are illuminated using LED's. This lowers their operating cost by 80+% over older, incandescent systems. If the system is properly designed the bulbs are part of a modular display board that is easily removable and changeable, thus helping to control service costs. The "pitch" or spacing of the LED's greatly affects the appearance of the display, and the cost of the unit.



No single manufacturer manufactures products which are the best for use in every circumstance. That is why you need the information in this brochure, and expert assistance.

In addition, in almost all instances an electronic message center is built into or attached to additional signage that contains your name and

other permanent information. You need to work with a sign manufacturer, not just an electronic message center salesman.



Incandescent Electronic Message Center

Light Emitting Diode (LED) Technology

Many companies manufacture the actual LED's. There are over 5,000 varied LED's available, and they vary greatly as to brightness, light-dispersal (viewing) angle, useful lifetime, and lifetime.

Some are very cheap, some are quite expensive.

Signs Manufacturing only represents electronic message center manufacturers who use LED's that are rated to retain 80% of their brightness for 50,000+ hours. These are the most expensive, but highest value, LED's.

We insist on military specification coatings on the circuit boards the LED's are attached to, preventing corrosion and electrical problems.

LED's are also affected by voltage. For instance, an LED will burn nearly 100% brighter if you double the power feeding it. The LED will last about 1/6 as long, however, making this alternative quite expensive in total cost.

We insure that manufacturers we represent power their electronic message centers properly, and offer a 5 year warranty on the LED's in their displays.

Color Selection

Monochrome (one color) displays are available in "Red" or "Amber (Yellow)."

Color displays are either RGB (Red, Green, Blue) or RGBW (Red, Green, Blue, White.)

The more colors, the more LED lights in each pixel, the larger each pixel, the further back from the sign you must be so that the sign is not "rainy."

Display Capability - Palette

Because the intensity of a LED light can be changed by increasing or decreasing the voltage to it, the better monochrome displays can feature over 4000 shades of Red or Amber.

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Good color displays (RGB) can display over 260,000 color variations; exceptional units 6 million.

Pixels

An electronic message center is in many ways a large computer screen. The screen is illuminated by turning many individual lights, or pixels, on/off (or varying the voltage to them.)

Tighter spacing between pixels allows more data to be displayed and makes the sign look better but increases cost.

Pitch

How far the pixels are from one another is called “pitch” and is usually expressed in millimeters (mm.)

The pitch must be small for a display not to appear grainy up close.

Color displays, because each pixel is actually 3 or more different colored LED's, cannot have as small a pitch as a monochrome display. Therefore they must be viewed from a greater distance to have a quality appearance.

Monochrome displays are available in 9mm, 19mm, 35mm and larger, some very larger pitches.

The tightest pitch for a quality RGB color display is 17mm.



Pixel Size - Clusters

Some electronic message center manufacturers try to overcome inferior LED's (which are greatly less expensive) by adding more than one LED of the same color to each pixel.

This makes the pixel larger, which makes the pitch larger, which increases the minimum viewing distance. It also uses more electricity.

Viewing Angles

As an automobile driver drives toward an electronic message center which is installed on a 20' tall pole the vertical viewing angle increases from near 0° to almost 90° as the driver passes under the sign. As the viewing angle increases the intensity of the display decreases. The vertical viewing angle of the LED's used in the display plays an important role in the usefulness of the display. (For more information on this see “Glare Shields or Louvers” below.)

As a driver drives toward an electronic message center installed on the side of a road the horizontal viewing angle increases from near 0° to 90° as the driver passes beside the sign. As the viewing angle increases the intensity of the display decreases in this direction also. The horizontal viewing angle of the LED's used in the display also plays an important role in the usefulness of the display.

It is important to understand the vertical and the horizontal angle that the display will be viewed from.

LED lights are directional, and Glare Shields or Louvers can block visibility. High quality LED's can be viewed by as much as 90° horizontally and vertically and still observe over 70% of the lumen potential. Some LED's lose virtually all of their light at angles over 45°. Less-expensive signs must therefore be viewed nearly straight-on to be legible.

Glare Shields

Glare shields keep the display from being lighted by the sun – making your message unreadable.

Automatic Brightness Adjustment

A message center automatically adjusts its display brightness for the current lighting conditions. Besides making the display more effective for advertising this feature reduces total electrical consumption and increases component life.

Display Brightness

LED's are affected by voltage. For instance, an LED will burn nearly 100% brighter if you double the power feeding it. The LED will last about 1/6 as long, however, making this alternative quite expensive in total cost.

LED's dim as they age. At some point (subjective) they will need to be replaced because they are too dim. Feeding them less voltage extends their useful life.

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If only brightness is important a monochrome display that does not include a grayscale feature, or automatic brightness adjustment, will be the brightest, at least initially, because all LED's will always be fully-powered. The LED's can also be more closely packed because only one color of LED is used; room does not have to be dedicated to other-colored (RGB) LED's.

Colors in motion, though dimmer than monochrome, have proven to be a better attention-getter, and the displays last longer.

Viewing Distances

The minimum viewing distance is the point at which the display loses its graininess. This can vary depending on the message being displayed.

The maximum viewing distance is the point at which the smallest character which the display can generate becomes unreadable. A potential solution is to generate larger characters; this may increase the minimum viewing distance.

Minimum Character Size

Seven (7) pixels high for the alphabet in most letter styles. A 19mm display can display a 5" minimum character.

LETTER VISIBILITY CHART		
LETTER HEIGHT	READABLE DISTANCE FOR MAXIMUM IMPACT	MAXIMUM READABLE DISTANCE
3"	30'	100'
4"	40'	150'
6"	60'	200'
8"	80'	350'
9"	90'	400'
10"	100'	450'
12"	120'	525'
15"	150'	630'
18"	180'	750'
24"	240'	1000'
30"	300'	1250'
36"	360'	1500'
42"	420'	1750'
48"	480'	2000'
54"	540'	2250'
60"	600'	2500'

NOTE: The distances will vary approximately 10% with various color combinations. Maximum distance is in color with RED or BLACK on a WHITE background. 5,280' equals one (1) mile.

Prepared by the California Institute of Technology

MAXIMUM IMPACT READING TIME
 (Length of Time Letters are Readable when Moving)

	30 MPH	40 MPH	60 MPH	80 MPH
6" LETTERS	1.4 Seconds	1 Second	0.7 Seconds	0.5 Seconds
8" LETTERS	1.8 Seconds	1.4 Seconds	0.9 Seconds	0.7 Seconds
12" LETTERS	3 Seconds	2 Seconds	1.5 Seconds	1 Second
18" LETTERS	4 Seconds	3 Seconds	2 Seconds	1.5 Seconds
24" LETTERS	5.5 Seconds	4 Seconds	2.75 Seconds	2 Seconds
36" LETTERS	8 Seconds	6 Seconds	4 Seconds	3 Seconds

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Matrix

How many pixels wide and high the display is, which determines how many of what size letters can be displayed at one time. Most matrix dimensions are in multiples of 8 pixels.

Ventilation

Heat is the enemy of LED's. All quality electronic message centers have ventilation fans. Larger units incorporate air conditioners into their design. Excessive heat can shorten LED life by up to 80%.

Decreasing pitch, increasing the size of pixels, or over-driving LED's with higher-than-required voltage to increase their brightness, increases heat, shortening the life of the unit.

Electrical Service

120 volt single phase service is normally required because these displays do not consume a great deal of energy.

Remember, however, that other parts of the sign will have electrical requirements also.

Energy Consumption

This varies by the message displayed, and how long the electronic message center is on. That said it is uncommon for ANY electronic (LED) message center to use over \$1.00 in electricity in a day.

Energy Caveat

Some electronic message center manufacturers, more interested in the sale than the needs of the customer, overdrive their LED's to make them brighter (usually because they are using inferior LED's.)

Besides shortening the lifetime of the display to 1/6 of a properly manufactured display it wastes energy.

Temperature Sensor

A thermometer installs on the sign cabinet and plugs into the sign computer in systems set-up for this feature.

Time and Temperature Display Options

With this option, and a temperature sensor, the controlling computer can have the display flash, scroll, or constantly display time and temperature. The best systems display "atomic" time and self-adjust for daylight savings time.

Software

The system should have easy to use control software with built in features such as scrolling and blinking messages and a time and temperature display. It should also allow you to preview both individual messages and your whole display queue without forcing you to show the world your half-finished ads by running them on the display. The message should be able to be changed from inside your business, or the system should be configured so that "headquarters" can change the message at each store.

Software Training

Learning how to program an electronic message center is not hard.

Most good manufacturers have teaching CD's in addition to Technical Assistance.

Many have telephone training included as part of their package.

Signs Manufacturing is particularly adept at these systems, and helps our customers until they no longer need us.

Then we come back when they find they were premature.

Text, Graphics, or Both

Some units can only display text, some must display text as a graphic (drawing), some can display both.

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Animated Text and Graphics

Some units can only display fixed messages; some can “scroll” a message or display.

Some units can show a display, such as a cartoon, with character movement, for instance.

Twenty frames per second is common but some systems support 60 frames per second. Fifteen per second is the minimum acceptable for animation.

Slideshow Playback

The more sophisticated electronic message centers can display pre-programmed messages and pictures in a slideshow format, much like a screensaver slideshow.

Video – Prerecorded Clips

The more sophisticated units can display varying length videos.

Double-Sided Display Programming Options

Most competitive units display the same message or animation on both sides of a double-sided display.

However some competitive units can only be programmed totally independent of each other. These displays will not synchronize, so they take twice as long to program.

Sunburst Displays™ standard is a synchronized display, with independent programming an inexpensive option.

Computer Link Types

Optical Fiber. Run underground from the sign to the controlling computer, usually inside the building. This fiber must be run in separate conduit, but it can be buried in the same trench as the electrical supply.

Phone Control. The unit can have a cell phone number and a modem. Simply call the sign from the controlling computer and tells it what to do. The internal memory of the electronic message center repeats these instructions until they are changed.

RF Wireless Modem Communications. An antenna is placed on the sign, and on the building, which is hooked to the controlling computer

Wi-Fi Modem. A modem in the sign, and one in the computer communicate.

Group Links

It is possible to have one computer control multiple electronic message centers (all Long John Silver's are, for example.)

Minimum Computer Requirements

Most up-to-date computers, purchased within 2 years, have enough memory to create control programs.

It is usually NOT necessary to buy a separate/additional computer to control an electronic message center.

Product and Technical Support

Most important in an investment of this size is product support. The electronic message center manufacturer must be large and dedicated enough that they will continue to support their products with parts. Technical support must be easily available and there must be no limit to your access to it. Even after you have become an expert, and years later, you might have difficulty programming a new-look message. Make certain your electronic message center manufacturer and installer will be there to help you 24 hours a day.

Manufacturing Lead-times

The quality manufacturers get their product to us in 4-8 weeks.

Since most electronic message centers are built into or installed as part of additional signage we need time to fit the parts together.

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Warranty

The good electronic message center manufacturers warrant their parts for 3 years. No warranty on labor.

Sunburst Displays™ warrants their parts and labor for one year, with an extended lifetime warranty covering both parts and labor..

“Guide to Cabinet Signs”

Read our “Guide to Cabinet Signs” to discover how Signs Manufacturing builds the rest of the sign – the part that contains the electronic message center or the electronic message center is attached to.

Our signs are built to last and to continue to look good. We do many things to make this happen; applying all of the latest technological advances, all of which are detailed in the Guide.

As detailed there, **everything** will be done to make your sign look better, and last longer, **guaranteed**.

How Your Sign Saves You Tax Dollars

For 2012 business equipment and machinery purchases are 100% tax deductible up to \$150,000, 50% deductible in the first year above this amount. The balance is depreciated.

Signs are business equipment.

State Licensed Sign Installation and Electrical Service

The State of Texas requires by law that all companies and individuals installing or maintaining electric signs and/or neon and all electricians have a license.

We are virtually the only sign company in any of the 97 “Metroplex” cities multi-licensed to manufacture and install signage as well as provide electrical service.

It is a State criminal offense to install or service an electric sign without an appropriate license. General electricians cannot install or service signs. Fortunately we are both.

To obtain a State license all individuals must meet experience, testing, standards of professional conduct, and continuing education guidelines.

To obtain a State Sign Contractor’s License the company must be represented by a Master Sign Electrician (12,000 hours of training minimum), all electrical workers must be licensed, lead-men Journeymen must have a minimum of 8,000 hours experience, the company must carry insurance to protect their customers, and they must comply with Texas’ Workers’ Compensation Insurance laws. All work performed must meet minimum guidelines. The business must be operated in an honest and professional manner.

Many companies, who cannot meet the State licensing requirements, work under the lesser requirements of individual cities and communities. Some cities only require the payment of a fee; no training or experience!

Our State License #'s are: TSCL18015, TSCL18016, and TECL17503.

To insure safety and quality, manufacturing and installations are supervised by a Master Sign Electrician, Master Electrician, and Licensed Sign Erector. Licensed Company Sign Installers and Licensed Company Electricians are utilized.

All of our components will be new. All fasteners will be galvanized or non-corrosive.

At the end of installation or service the work area will be left in a broom-clean condition.

If installations or service work take place during your business hours, our uniformed employees will not detract from your business environment.



Securing Your Investment



“After being ripped-off by one Sign Company, who took my several-thousand-dollar deposit but never delivered my sign, I was nervous. I’m sure glad I met you guys!” Paul Lewis, Jubilee Mortgage

All too often we hear about sign companies who took deposits from customers but never delivered their signs. In every instance, because the sign company had few assets, there was no recourse.

We are also told of companies that don’t pay for the materials used in a sign, and/or never pay their laborers, in which case(s) THE CUSTOMER is legally



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liable for these bills EVEN THOUGH they paid the sign company!

Signs Manufacturing Corporation protects our customers, as the law allows, by providing them with both "Partial" and "Final" Lien Releases to legally protect them should ANYONE question whether we paid for materials and/or labor.

Also, size DOES matter. Our size and our investment in the community, and our State licensing, insures our customers that we will be here to deliver and install our signs (and to back our Lifetime Warranty if our signs need service.)

We also offer all our customers to be listed as "Additional Insured" for free on our \$2,000,000 insurance policy, providing coverage if we default.

Signs Manufacturing is insured, registered, licensed and bonded per City and State regulations, and carries product liability insurance. We are regulated by the Texas Department of Licensing and Regulation, P. O. Box 12157, Austin, Texas 78711, 1-800-803-9202, 512-463-6599; website: www.license.state.tx.us/complaints.

Leasing Agreements – "Signs on Time™"

Signs Manufacturing does not lease signs, but we do work with leasing companies that do!

If you want to lease or lease/purchase, rather than purchase your signage outright, and need help in arranging a lease, please let us know.

Our leasing companies can combine our signage with other equipment you need in one lease or lease/purchase package. Equipment such as point-of-sale computerized cash-register systems, telephone systems, security systems, manufacturing machinery, etc. can all be leased.

Potential Sales/Use Tax Savings – Separated Contract

If we are manufacturing and/or installing a *newly constructed sign* on a *newly constructed building*, or a *new free-standing sign*, then the State of Texas only requires Sales/Use Tax to be paid on our cost of the materials, NOT the full price of the sign, because of this "Separated Contract."

Our invoices are the controlling part of this "Separated Contract." In the instances above we will provide you with an invoice which will be written to reflect Sales/Use Taxes for the materials only.

Free Demonstration

See the importance of everything we've discussed in person.

Arrange an on-site demonstration today!

Call us at 214-339-2227, 817-861-1234, 972-239-4448, or 800-333-7137.

FAX us at 214-339-9987.

E-mail us at sales@SignsManufacturing.com.



Free Co-op Advertising

The number of links to a website, on other quality websites, is the major way a website is "quality" ranked for listing order by services like Google.

You MUST be towards the top of their "quality" list for your website to be successful!

We believe in Co-op advertising.

Reciprocity.

Our website is ranked in the top 4.5% in the world. Your address link on our website will help you

If you are a customer and would like to be included in our website link list, include www.SignsManufacturing.com in your website and email bill@signsmanufacturing.com with your website address(s).

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ELECTRONIC MESSAGE CENTER CRITERIA

This is a tool for your use to insure that quotations you receive are for the same sign! Insist that your bidders fill-in each line, then sign the document when they give you their quote.

REQUIRE THE FOLLOWING FROM MY SIGN COMPANY	
"Partial" and "Final" Lien Releases to insure that My Deposit and Final Payment Money is used to pay for Materials and Labor used in My Sign, so that I am not legally personally liable for these debts	
\$2,000,000 General Liability Insurance	
Product Liability Insurance	
All components will be new.	
All fasteners will be galvanized or non-corrosive.	
Signs attached to poles are Welded in Place	
The work area will be left in a broom-clean condition	
Permit acquisition labor is included in this quotation	
State Licensed Sign Installers and Electricians will be used	
Color	
Display Capability	
Matrix	
Pitch	
Viewing Angles	
Glare Shields	
Minimum Character Size	
Viewing Distances	
Time and Temperature Option	
Computer Link Type	
Product & Technical Support Hours	
Text/Graphics Capability	
Software Training	
Animation	
Slideshow Playback	
Video	
Group Links	
Manufacturing Lead Time	
SolarGuard™ Protection	
Lumabrite™ Protection	
All Aluminum Exterior Metal	
Structural Steel Interior Frame	
CNC Precision Manufacturing	
Painted with Automotive Quality Paints	
Self-Cleaning Sign Faces	
Warranty	
Free Demonstration	

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Copyright Law*

A word or two about Copyright Law:

Copyright protection exists in original works of authorship fixed in any medium of expression from which they can be perceived, reproduced, or otherwise communicated, either directly or with the aid of a machine or device.

Works of authorship include written, pictorial, graphic works, etc. (our "Works.")

All Signs Manufacturing's Works are Copyrighted, and may NOT be reproduced in any manner without the expressed written permission of Signs Manufacturing Corporation. This includes artwork, communications, quotations, etc.

We do, in writing, allow some Works like the drawing to the right, to be viewed internally within an organization.

We allow our product "Guides" to be viewed internally within an organization.

We are very proud of our Works, and jealously guard them!

Very occasionally we discover our Works in the possession of other sign companies, etc. We prosecute whoever transmitted our Works. Please don't use our Works to obtain competitive bids. Make them do their own work, that's only fair anyway!

* Our Works only become the property of others, including our clients, if they have been specifically purchased. In virtually all instances our Works remain Signs Manufacturing's property forever.



Why Should I Buy from Signs Manufacturing?

Signs Manufacturing is an excellent sign company, we make great signs.

But just being a good sign company does not necessarily mean that a company can install and service Electronic Message Centers. They may be able to weld, install fluorescent lamps and roll paint, but can they build, program and service a computer?

Digital LED electronic message centers are very complicated computers, remotely served by other computers, use proprietary software programs, and are not what most sign company employees, or electricians, understand.

But because these signs are electrical they must be installed by a qualified electrical sign company or an electrical contractor.

We are the largest electronic message center manufacturer in North Texas; one of only 3 in the entire State! And we are State licensed as both an electrical sign contractor and as an electrical contractor.

We know what we are doing when it comes to Electronic Message Center fabrication, installation, and service. We even carry all parts in stock for immediate replacement if something fails.

A large part of our business is repairing mistakes other sign companies and electricians made installing signs they bought and resold to their customers.

*"We paid \$34,000 for a full-color LED message center from Wal**** Signs & Lighting. It took them 11 months to get it installed. It is now 4 months old and has never worked in full-color mode. They don't know how to make it work. Can you fix it?"*

Jack Miller, Grace Point Church

Electronic Message Centers are usually built into additional signage, not installed by themselves. But most electronic message center manufacturers do not manufacture additional types of signs.

Signs Manufacturing makes more than electronic message centers. We manufacture, install and service church signs, school signs, apartment signs, park signs, governmental signs, architectural signs, etc. Interior signs as well as exterior signs.



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Read what our customers think about our signs:

"Our electronic-message-centers were nightmares. Even though they were only 2 years old the manufacturer refused to service them. Your years of service have been exceptional."

Major Vincent, Salvation Army

"Our (channel letter) sign is like a star, a beacon in a universe of dull and dingy signs...it lights up the whole area! We couldn't be more pleased."

Greg Clark, Mom's Kitchen (with Brighter Signs™ option)

"The wall-sign looks fantastic! It's the best quality sign job I've ever seen. Our sales went from \$250 to \$950 a day!"

Pat Kerwin, Park Cities Tan (describing \$250,000 annual sales increase because of our new sign replacing his old one)

"The sign you designed for us is dynamite! When we soft-opened our first store, before ANY advertising, your sign immediately began bringing us \$1,500 per day in customers!"

Susan Osborne, Philly Connection (Her first sandwich shop opened at a \$550,000 pace BEFORE she began advertising)

"We had to have our pylon (free-standing) sign removed for a name change. When it was removed our business dropped over \$9,000.00 per week-end. The business immediately came back when the sign was reinstalled. That sign is worth \$500,000.00 in yearly business for us."

Joe Spillman, Pizza Inn/Oregano's

"I came across your website and had to write. You made me a lighted letter sign 6 years ago. It still looks new. Your paints and plastic coatings are truly amazing!"

Martha Perez, Twiddle Detail

"You made a pole sign for my business about the same time another business across the highway had one made. Mine looks new, his looks like "hell" and he's no longer in business. Thought you'd like to know."

John Kaye, Kaye's Jewellers (Canada)

"Over many years we have observed that the businesses which survive are the ones which have the nicer, larger, more expensive signs."

Bob Robbins, CentreCorp Management (A shopping center development and management corporation)



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